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|---------------|-----|---------|-----------------|---------|-----|---|---|----|---|----|--|----------------------|---|----|---|--|--|--|--|--|--|--|--|
| FSC-35-A | | 2/26/96 | | TO: ROM | | | | | | | | | | | | | | | | | | | |
| SUBJECT: | | | | | | 1996 DORAL Business-Building Retail Program | | | | | | PARTIAL DISTRIBUTION | | | | | | | | | | | |
| DISTRIBUTION: | | | | | | 11 | | 21 | x | 33 | | 51 | | 62 | x | | | | | | | | |
| X | AVP | X | KAM | | ELM | 12 | | 22 | x | 34 | | 54 | | 63 | x | | | | | | | | |
| X | RSM | | Reg.MIL/DF Mgr. | | MIL | 13 | | 23 | x | 35 | | 56 | | 66 | x | | | | | | | | |
| X | RBM | | DM | | DF | 16 | x | 26 | x | 36 | | 58 | x | 67 | x | | | | | | | | |
| X | ROM | | | | REP | 17 | x | 29 | x | | | | | 69 | x | | | | | | | | |
| | | | | | | 18 | x | | | | | | | | | | | | | | | | |

(Please disseminate to the appropriate personnel. Brochures U.S. mailed to ROU offices.)

In order to achieve greater retail presence, distribution and sales, a **"DORAL Business Building Program"** has been developed for your independent convenience/gas and small food outlets with 75-99 cartons per week (industry sales volume) in the DORAL priority regions plus nine priority DORAL divisions. This program should not be implemented in our retail partners accounts or in PM exclusive accounts.

Program Details

The program consists of the following three semi-permanent impactful items that should be positioned to the retailer as a **"DORAL Business Building Kit"**:

- 1-DORAL Semi-permanent Tower Counter 30-Pack Display
- 1-DORAL Metal Wall-Mounted Thermometer (7" x 17")
- 1-DORAL Wall-Mounted Dry Erase Board (20" x 26")

Item #506783 (each kit consists of 3 items)

Retailers will be issued a \$15 monthly payment if all the three items are maintained. If the account has complied, Field Sales should issue the monthly payment during normal call coverage.

Poquet Reporting Code: **DOR BUS BLDG KIT** Rate: **\$15**
Reporting Dates: **4/1/96-12/27/96**

All materials and display payments for the program will be funded from the DORAL brand; however, any discounting associated with this program should be funded out of your:

- DORAL Consumer Pricing Budget
- DORAL DPC displays should also be directed to these identified outlets for additional promotional support.

Selling Aids

Retail pocket brochures which depict the three items and explain the program will be available through your ROU. The brochure will also include a tear-off order form for the Sales Rep to verify the retailer's SIS number and store shipping address. The form should be returned to the ROU for ordering instructions. (Direct store delivery is recommended to expedite the start-up of the program)

Timing

Field Sales may begin selling this program as soon as possible. Items will be available for order by your ROU immediately. Kits will be available for shipment on March 15 for delivery to retail accounts beginning April 1.

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ROU Details

DORAL Kit (1-Tower Display, 1- Thermometer & 1-Dry Erase Board)

Item #506783 (1/SKU)

Available for Order: Immediately

Available for Shipment: March 15

Allocations available for viewing: February 26

(Your region's allocations are based on 80% of independent convenience/gas and small food outlets 75-99 cartons - attached.)

Selling brochures (packed 25/SKU) will be mailed to your ROU the week of February 26. Please distribute to the appropriate field sales personnel along with this communication.

DORAL Priority Regions/Divisions included in this program are:

NESA

16 Buffalo
17 Pittsburgh
18 Cincinnati

SSA

21 Winston-Salem
22 Atlanta
23 Florida
26 Dallas
29 Richmond

WSA

58 Houston

MWSA

66 Denver
69 St. Louis
6232 Milwaukee
6332 Green Bay
6334 Sioux Falls
6336 Fargo
6338 Billings
6722 Grand Rapids
6732 Lansing
6737 Ft. Wayne
6724 Flint

Program Contact: Sharon Reid, extension #2584

R. J. REYNOLDS TOBACCO COMPANY

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1996 DORAL Business-Building Allocations

| # | Reg/Div | # Outlets | Doral Business Building Kit | TPS Display \$\$\$ |
|-----------------------|------------------|---------------|-----------------------------------|-----------------------|
| North East Sales Area | | | | |
| 1100 | Boston | n/a | n/a | n/a |
| 1200 | NY Metro | n/a | n/a | n/a |
| 1300 | Philadelphia | n/a | n/a | n/a |
| 1600 | Buffalo | 885 | 885 | 119,475 |
| 1700 | Pittsburgh | 529 | 529 | 71,415 |
| 1800 | Cincinnati | <u>789</u> | <u>789</u> | <u>106,515</u> |
| | Area Total: | 2203 | 2203 | 297405 |
| Southern Sales Area | | | | |
| 2100 | Winston-Salem | 879 | 879 | 118,665 |
| 2200 | Atlanta | 1009 | 1009 | 136,215 |
| 2300 | Florida | 883 | 883 | 119,205 |
| 2600 | Dallas | 1256 | 1256 | 169,560 |
| 2900 | Richmond | <u>852</u> | <u>852</u> | <u>115,020</u> |
| | Area Total: | 4879 | 4879 | 658,665 |
| Western Sales Area | | | | |
| 5100 | N. Cal. | n/a | n/a | n/a |
| 5400 | S. Cal | n/a | n/a | n/a |
| 5600 | Seattle | n/a | n/a | n/a |
| 5800 | Houston | <u>1280</u> | <u>1280</u> | <u>172,800</u> |
| | Area Total: | 1280 | 1280 | 172800 |
| Mid-West Sales Area | | | | |
| 6200 | Chicago | n/a | n/a | n/a |
| 6300 | Minneapolis | n/a | n/a | n/a |
| 6600 | Denver | 615 | 615 | 83,025 |
| 6700 | Detroit | n/a | n/a | n/a |
| 6900 | St. Louis | <u>824</u> | <u>824</u> | <u>111,240</u> |
| | Area Subtotal | 1439 | 1439 | 194,265 |
| 6200 | Chicago | | | |
| 6232 | Milwaukee | <u>94</u> | <u>94</u> | <u>12,690</u> |
| | Region Total | 94 | 94 | 12,690 |
| 6300 | Minneapolis | | | |
| 6332 | Green Bay | 93 | 93 | 12,555 |
| 6334 | Sioux Falls | 75 | 75 | 10,125 |
| 6336 | Fargo | 118 | 118 | 15,930 |
| 6338 | Billings | <u>73</u> | <u>73</u> | <u>9,855</u> |
| | Region Total | 359 | 359 | 48,465 |
| 6700 | Detroit | | | |
| 6722 | Grand Rapids | 131 | 131 | 17,685 |
| 6732 | Lansing | 94 | 94 | 12,690 |
| 6737 | Ft. Wayne | 76 | 76 | 10,260 |
| 6724 | Flint | <u>86</u> | <u>86</u> | <u>11,610</u> |
| | Region Total | 387 | 387 | 52,245 |
| | Area Total: | <u>2279</u> | <u>2279</u> | <u>307665</u> |
| | National Totals: | <u>10,641</u> | <u>10,641</u> | <u>1,436,535</u> |

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